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CLAIMS :

1 (Amended). An Internet advertising system using image advertising symbols for use in a slot machine game, the Internet advertising system comprising:

5 a service provider server which stores and manages advertising symbols transmitted from a number of advertising sponsors according to different advertising contract conditions;

an advertisement (or ad) generating server which generates advertising images from the advertising symbols provided from the service provider server;

10 an ad selecting server which mixes an advertising image selected by a user among the various kinds of ads produced from the ad generating server;

a slot machine game server which replaces the advertising images mixed by the ad selecting server with a display symbol of a slot machine game to constitute a display screen; and

15 a user terminal with which the user registers for the service provider server as a member via the Internet and then receives a slot machine game service provided from the slot machine game server.

20 2. The Internet advertising system of claim 1, wherein said ad generating server comprises:

a category type ad generating server which classifies the advertising symbols provided from the service provider server according to the advertising content by category and generates advertising images;

25 an ad exposure frequency/positioning server which designates an exposure frequency and position of an advertising image according to an ad contract condition with the ad sponsor; and

a display type ad generating server which generates advertising images according to the exposure frequency and position determined by the ad exposure

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frequency/positioning server.

3. The Internet advertising system of claim 1, further comprising a winning ratio selecting server which enables the user to determine the winning ratio of the game at his
5 or her desired degree during using a slot machine game service.

4. The Internet advertising system of claim 1, wherein said service provider server provides a certain amount of cyber money to the user free of charge when he or she registers as a member.
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5. The Internet advertising system of claim 4, further comprising a customer management server which manages membership information and cyber money of the users.

6. The Internet advertising system of claim 1, wherein said service provider server pays a certain amount of cyber money to the user when the user won the prize in the result of using the slot machine game service.
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7. The Internet advertising system of claim 6, further comprising a cyber money transfer server which can transfer the cyber money received from the service provider server to the other user.
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8. The Internet advertising system of claim 6, further comprising a premium shopping mall which enables the user to select and receive a premium with cumulated
25 cyber money received from the service provider server.

9. The Internet advertising system of claim 8, further comprising a cyber money

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settlement server which settles the cyber money obtained in the result of playing the slot machine game and that used in the premium shopping mall.

10. The Internet advertising system of claim 1, wherein the user terminal
5 downloads a particular advertising image and an ad game program provided through the service provider server on the Internet, so that the user can use a slot machine game service on an off-line basis.

11. The Internet advertising system of claim 10, wherein the user accesses the
10 service provider server in the case that the user obtains certain marks during using the slot machine game service on an off-line basis.

12. The Internet advertising system of claim 10, wherein the user accesses the service provider server in the case that the user won a premium prize during using the
15 slot machine game service on an off-line basis.

13. The Internet advertising system of claim 10, wherein the user accesses the service provider server in the case that the user wants to charge cyber money during using the slot machine game service on an off-line basis.

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14. The Internet advertising system of claim 1, wherein the slot machine game server communicates with the user terminal bidirectionally and provides a question-to-answer ad quiz to the user.

25 15 (Amended). An Internet advertising method using image advertising symbols for use in a slot machine game, the Internet advertising method comprising the steps of:

(a) generating various kinds of advertising images according to different advertising contract conditions with respect to advertising sponsors and storing the same

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in a service provider server;

(b) a user accessing the service provider server via the Internet and selecting a particular advertising image to be used for a slot machine game among the various kinds of displayed advertising images;

5 (c) replacing and mixing the particular advertising image selected by the user with a display symbol of the slot machine game in an advertisement (or ad) selecting server, and constituting the advertising image into an initial screen of the slot machine game; and

(d) the user depressing a spin button displayed on the initial screen of the slot
10 machine game and starting to play the slot machine game.

16. The Internet advertising method of claim 15, wherein the initial screen of the slot machine game is configured by mixing a representative ad image and a main ad image of a particular company by the ad selecting server.

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17. The Internet advertising method of claim 15, further comprising the step of determining a winning ratio of the game at the user's selection, before starting the slot machine game or during playing the slot machine game.

20 18. The Internet advertising method of claim 15, further comprising the step of giving a certain amount of cyber money to the user to then be settled and recorded in the case that the user won the slot machine game.

25 19. The Internet advertising method of claim 18, further comprising the step of inputting an ID of the other user who receives transfer money and an amount of transfer money, to then enable the transfer money to be automatically transferred to the other user, in the case that the user determines to transfer the cyber money to the other user after a certain amount of cyber money is given to the user to then be settled and

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recorded.

20. The Internet advertising method of claim 19, further comprising the step of selecting a particular product in the premium shopping mall, in the case that the user does not transfer the cyber money to the other user but determines whether or not the current screen is shifted to a premium shopping mall website which enables the user to purchase a premium with the cyber money and accesses the premium shopping mall website.

21. The Internet advertising method of claim 20, further comprising the steps of receiving an information message for the merchandise bond in the cellular phone via a mobile communications network, in the case that the user has selected the particular product and determines whether the user will receive a merchandise bond with which the particular product can be purchased, with a result that the user determines to receive the merchandise bond; and receiving the particular product by a LAN communications method with a POS terminal in a shop which enables the user to purchase the particular product.

22. The Internet advertising method of claim 21, further comprising the steps of automatically delivering the real product to an address of the user in which the address of the user to be pre-stored and displayed on the screen is confirmed in the case that the user does not want the particular product as the merchandise bond but as the real product.

23. The Internet advertising method of claim 20, further comprising the steps of re-configuring the screen of the slot machine game in the case that it is determined whether or not a new advertising image will be selected to thus determine that a new ad image is selected when the user does not move to the premium shopping mall website

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but plays the game consistently.

24. The Internet advertising method of claim 23, further comprising the steps of re-starting the game with the initial screen configuration of the slot machine game in the
5 case that the user does not select the new ad image but plays the game consistently,